

# ABSTRACT OF THE DISCLOSURE

A continuous frame-by-frame image display as a reduced-color moving image can be carried out in high quality on a high-resolution display device of a mobile terminal or the like. A request reception unit receives a moving image transfer request from the terminal, and a model judgment unit judges the model of the terminal. A moving image format conversion unit converts moving image data into a format corresponding to the model. If the terminal cannot carry out moving image display but can display a multimedia image wherein frames are continuously displayed one by one in high quality, a moving image conversion unit converts the moving image data into multimedia image data. At this time, a data size limit and the like of the terminal are considered. An image transmission unit sends the multimedia image data to the terminal.